

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #468800
Mr. R. Honahan
NORTH COUNTRY CANDY & TOBACCO

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Rick:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (Note: This is not 'pre-sleeved' product.) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT \$ Amount: **\$1,065.80**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51844 9373

-2-

\$1.00 Off 2-Pack Tear Tape
NORTH COUNTRY CANDY & TOBACCO

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (4 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162201

L. E. MacWilliams

Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51844 9374

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 2
DATE: 98-05-19
TIME: 04:24 PMWHOLESALE : 468800 NORTH COUNTRY CANDY <DIRECT>
TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201		178062	BROADWAY MARKET	167 BROADWAY	SARANAC LAKE	NY	12983	2				(518)891-3094
162201	162323	767133	SUPER DUPER	ROUTE 11	MALONE	NY	12953	2				(518)483-8870
162201		812647	AMES GENERAL STORE	4840 STATE HWY 56	COLTON	NY	13625	2				(315)262-2091
162201		819118	POTSDAM BIG M	27 ELM ST	POTSDAM	NY	13676	2				(315)265-6282
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	2				(315)344-7039
162201	162239	172624	JUBILEE #803	19 MINER ST	CANTON	NY	13617	2				(315)386-8108
162201	162239	748793	GOLD STAR DELI	343 ARSENAL ST	WATERTOWN	NY	13601	2				(315)782-6151
162201	162239	762237	JOHNSON CHEVRON	16 BRIDGE ST	CARTHAGE	NY	13619	2				(315)493-1810
162201	162323	530068	SEVEN TO ELEVEN M M	3358 ROUTE #3	SARANAC	NY	12981	2				(518)293-1140
162201	162323	178139	FREE BEES 4M TOWN S	240 E MAIN ST	MALONE	NY	12953	2				(518)483-5030
162201	162239	347244	M & M MARKET	23 HAILESBO RO ST	GOUVERNEUR	NY	13642	2				(315)287-2978
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	2				(315)782-9754
162201	162239	172586	EDDY'S MARKET	301 CHAMPLAIN ST	OGDENSBURG	NY	13669	2				(315)393-2780
162201		426853	D & L III	137 W MAIN ST	GOUVERNEUR	NY	13642	2	NYS			(315)287-3449
162201	162239	423718	COLTON MINI MART	BOX 111 - RT 56 &	COLTON	NY	13625	2	NYS			(315)262-1100

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 30

***** END OF REPORT FOR PROMOTION 800750 *****

WHOLESALE PACKING INSTRUCTIONS

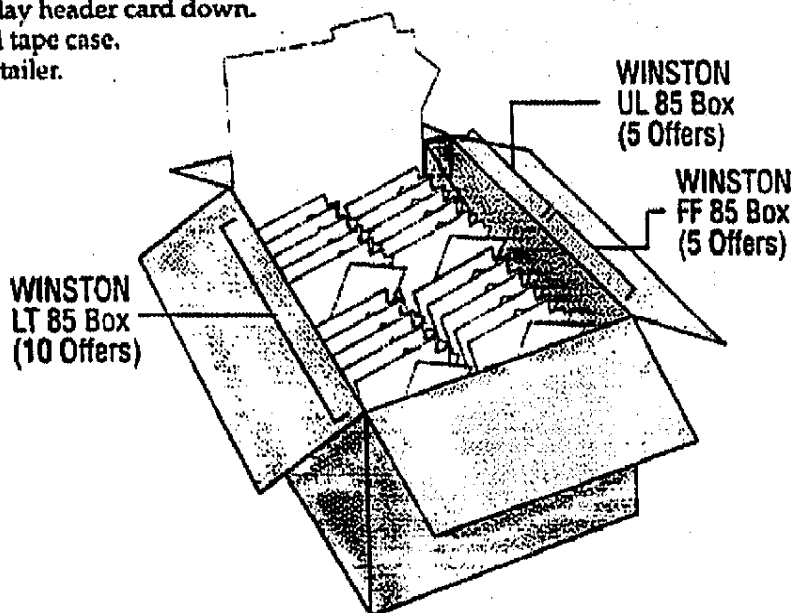
VALUE ADDED PROMOTION

3RD QTR. '98

July Winston \$1 OFF 2 Packs
(Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S1/2 PKS

Brand Style	Box	LT Box	UL LT Box			
Number of cartons	1	2	1			

51844 9376

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a
buck

when you buy 2 packs.



- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

No additives.

51844 9377